

County Snapshot

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The second smallest county in California in terms of acreage, **Santa Cruz County** is bordered on the north by San Mateo County, on the east by Santa Clara County, on the south by Monterey County, and on the west by the Pacific Ocean.

Santa Cruz County's population is projected to be 367,200 by 2020. With a population of 255,800 in 1999 the county will increase by more than 44 percent over the next 20 years.

The 1999 annual average statistics show the civilian labor force for Santa Cruz County to be 140,900 with an unemployment rate of 6.3 percent. This is slightly higher than the state's unemployment rate of 5.2 percent.

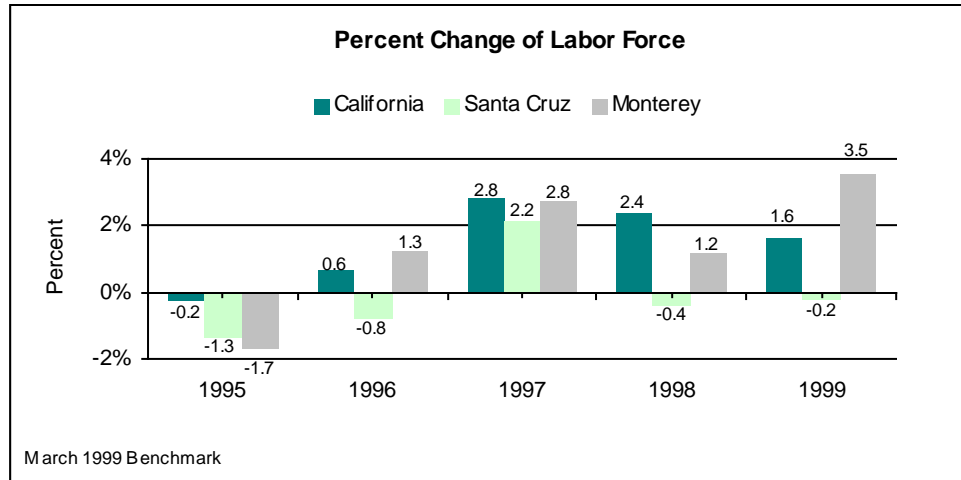
Services is the largest industry in the county, accounting for 26.9 percent of total employment, with health services and business services being the largest components. Other significant industry sectors are retail trade (20.1 percent) and government (18.1 percent).

Government is the fastest growing industry with a seven-year projected growth rate of 13.1 percent. An increase of 2,300 job openings is projected by 2004 in this industry sector. Services is expected to grow 7.7 percent, adding 2,000 jobs, and retail trade is projected to grow 5.1 percent, adding 1,000 jobs.

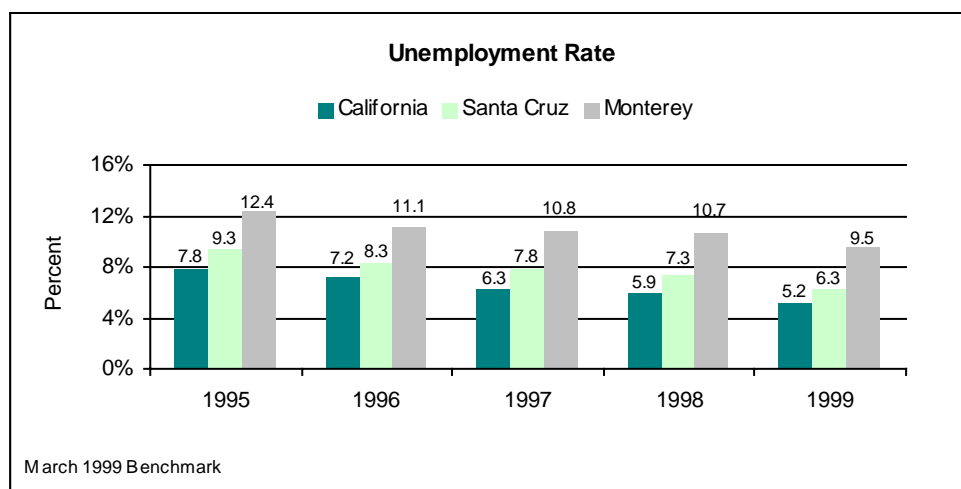
Labor market conditions in Santa Cruz County have been steadily improving over the last five years and the county continues to record job growth and lower unemployment rates.

LABOR FORCE

Santa Cruz County's civilian labor force rebounded in 1997 with 2.2 percent growth. Neighboring Monterey County began a growth trend in 1996 with the greatest increase of 3.5 percent in 1999.

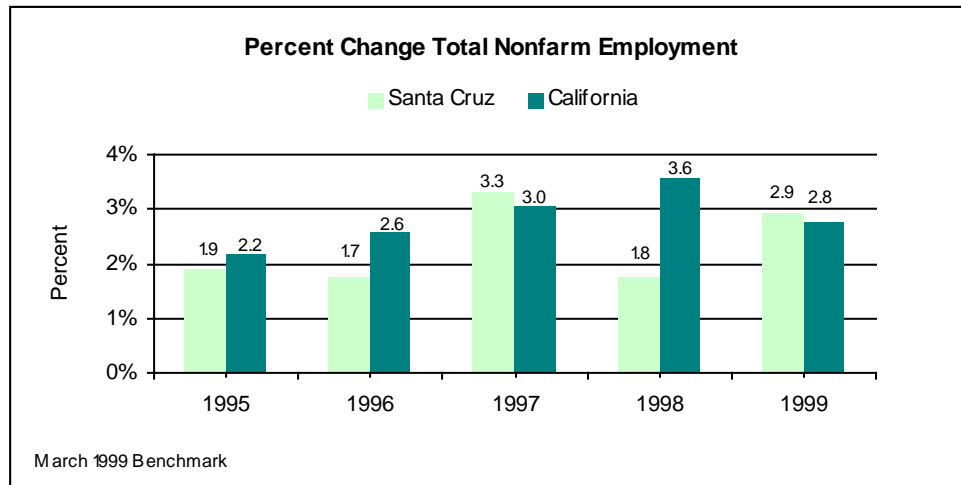


While steadily declining since 1995, unemployment rates for Santa Cruz and Monterey counties have consistently exceeded the unemployment rate for the state. Santa Cruz County's annual average unemployment rate has improved by 3.0 percentage points over this period, from 9.3 percent to 6.3 percent.

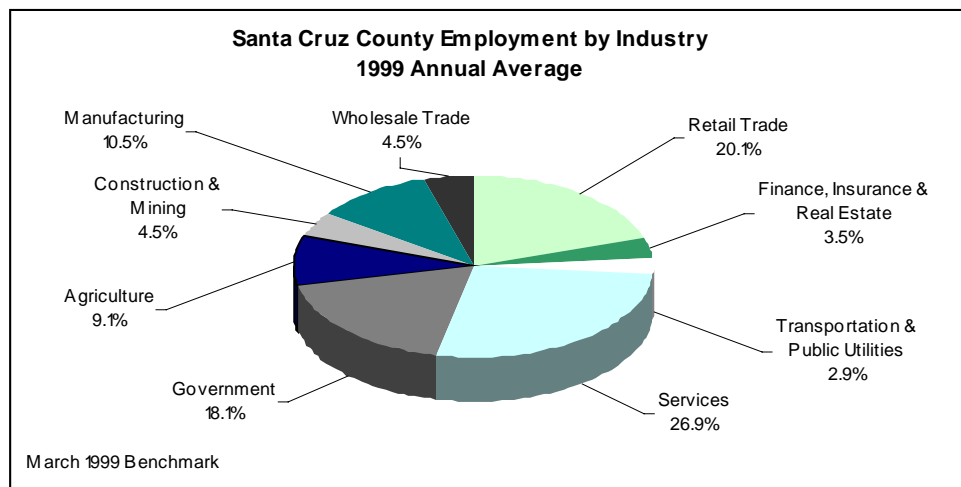


INDUSTRY EMPLOYMENT

Santa Cruz County nonagricultural wage and salary employment has shown consistent growth since 1995. The largest increase occurred in 1997 with 3.3 percent or 2,900 jobs. The services industry sector accounted for the largest increase in job growth in 1997.



In 1999, services, retail trade, and government industries, dominated Santa Cruz County's employment. During the forecast period of 1997 to 2004, it is expected that 84 percent of the job growth in the county will be in the same three industry sectors.



OCCUPATIONAL EMPLOYMENT

Demographic trends, shifts in demands for products or services, technological innovations and the way business is conducted are some of the variables that drive employment in an occupation up or down. Also, occupations which have large employment and have high turnover rates generally provide the most job openings. Santa Cruz County is projected to have employment opportunities not only in these high turnover occupations but also in the more technologically advanced categories.

Associated Occupations	GOVERNMENT 1997 – 2004 Projected Growth 13.1%
	Police Patrol Officers – 110 job openings. Maintain order, enforce laws and ordinances, protect life and property in an assigned patrol district or beat. Patrol on foot or in a vehicle; investigate accidents; apprehend, arrest and process prisoners; and give evidence in court. Long-term on-the-job training. Median Hourly Wage - \$23.95
	Water Treatment Plant Operators – 90 job openings. Operate or control an entire process or system of machines, often through the use of panelboards, control boards, or semi-automatic equipment, to transfer or treat water and/or liquid waste. Long-term on-the-job training. Median Hourly Wage - \$19.41
	Recreation Workers – 50 job openings. Conduct recreation activities with groups in public, private, or volunteer agencies or recreation facilities. Bachelor's Degree. Median Hourly Wage - \$ 6.70
	Fire Fighters – 50 job openings. Control and extinguish fires, protect life and property, maintain equipment as employees of city township, State or Federal Government. Long-term on-the job training. Median Hourly Wage - \$19.00
	General Office Clerks – 30 job openings. Performs a wide variety of tasks. Clerical duties may be assigned in accordance with the office procedures of the individual establishments and may include a combination of bookkeeping, typing, stenography, office machine operation, and filing. Short-term on-the-job training. Median Hourly Wage - \$10.22
Associated Occupations	SERVICES 1997 – 2004 Projected Growth 7.7%
	Instructors And Coaches, Sports And Physical Training – 120 job openings. Instruct or coach groups or individuals in the fundamentals of sports. Demonstrate techniques and methods of participation. Moderate-term on-the-job training. Median Hourly Wage - \$10.37
	Child Care Workers – 110 job openings. Attend to children at child care centers, schools, businesses, and institutions. Perform variety of tasks such as dressing, feeding, bathing, and overseeing play. Short-term on-the-job training. Median Hourly Wage - \$ 7.58
	Computer Engineers – 90 job openings. Assist in the selection and installation of computer systems by providing technical advice and support. Bachelor's Degree. Median Hourly Wage - \$34.92
	Computer Support Specialist – 90 job openings. Provide technical assistance and training to computer system users. They investigate and resolve computer software and hardware problems for users. Bachelor's Degree. Median Hourly Wage - \$17.73
Associated Occupations	Systems Analysts, Electronic Data Processor – 80 job openings. Analyze business, scientific, and technical problems for application to electronic data processing systems. Bachelor's Degree. Median Hourly Wage - \$31.09
	RETAIL TRADE 1997 – 2004 Projected Growth 5.1%
	Salespersons, Retail – 360 job openings. Get the customer interested by describing the merchandise and showing how it is used. May also order merchandise, stock shelves, mark price tags, take inventory and prepare displays. Short-term on-the-job training. Median Hourly Wage - \$7.77
	Cashiers – 210 job openings. Handle cash and credit payments, make change, give receipts, account for all payments, and perform related clerical duties. Short-term on-the-job training. Median Hourly Wage - \$7.61
	Food Preparation Workers – 90 job openings. Keep kitchen work areas clean and orderly, keep restaurant equipment equipment and utensils clean, move supplies and wash dishes, trays, pots and pans used in cooking and serving. Short-term on-the-job training. Median Hourly Wage - \$6.71
Associated Occupations	First-Line Supervisor / Manager Sales – 60 job openings. Directly supervise and coordinate activities of marketing, sales, and related workers. May perform management functions, such as budgeting, accounting, marketing, and personnel work. Work Experience. Median Hourly Wage - \$14.82
	Stock Clerks, Stockroom, Warehouse Or Storage Yard – 40 job openings. Receive, store, and issue materials, equipment, and other items from stockroom, warehouse, or storage yard. Keep records and compile stock reports. Short-term on-the-job training. Median Hourly Wage - \$9.64

This **County Snapshot** is a product of:
State of California
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